

## AMENDMENTS TO THE CLAIMS

Please cancel claims 17-24 without prejudice, amend claims 7-10, and add new claims 25-33:

1. (Original) A holder for an electronic price label, said holder comprising:  
a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged for selectively accommodating an associated electronic price label, said base wall including a front face having a strip of resilient material projecting outwardly therefrom.
2. (Original) The holder as set forth in claim 1, further comprising a connector mounted to a back face of said channel member, said connector comprising a clip member adapted to receive and retain therein a projecting portion of an associated retail shelf.
3. (Original) The holder as set forth in claim 2, wherein said connector further comprises a back wall, a first connecting arm and a second connecting arm, said first arm having a first end connected to said base wall of said channel member and a second end connected to said back wall whereby said first arm is positioned between said back wall and said channel member, said second arm having a first end connected to said

base wall of said channel member and a second end connected to said back wall whereby said second arm is positioned between said back wall and said channel member.

4. (Original) The holder as set forth in claim 3, wherein said first arm further comprises a first segment projecting rearwardly from said base wall and a second segment extending upwardly from said first segment to said top wall whereby said first segment and said second segment are substantially perpendicular to each other.

5. (Original) The holder as set forth in claim 1, further comprising a connector mounted to a back face of said channel member, said connector comprising a first connecting arm and a second connecting arm, said first arm having a first end connected to said base wall and a second end, said second arm having a first end connected to said base wall and a second end.

6. (Original) The holder as set forth in claim 5, further comprising a first leg extending away from said first arm and a second leg extending away from said second arm.

7. (Currently Amended) A holder for an electronic price label, said holder comprising:

a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first

and second inner faces arranged for selectively accommodating an associated electronic price label, ~~said base wall including a rear face;~~

a mounting portion connected to said ~~base wall rear face~~ channel member,  
said mounting portion comprising:

a clip member adapted to receive and retain therein a projecting  
portion of a mounting wall of an associated retail shelf, and

a connecting member comprising:

a first connecting arm, and

a second connecting arm, said first arm having a first end  
connected to said ~~base wall~~ channel member and a second end connected to said ~~top~~  
~~wall clip member~~, said second arm having a first end ~~connected to said base wall~~ and a  
second end connected to said clip member.

8. (Currently Amended) The holder as set forth in claim 7, wherein said  
clip member further comprises ~~an upper~~ a first member and a ~~lower~~ second member, ~~said~~  
~~lower member extending rearwardly from said second end of said second arm.~~

9. (Currently Amended) The holder as set forth in claim 8, wherein said  
~~lower~~ first member is connected to said ~~upper~~ second member at a bend, ~~said upper~~  
~~member further comprising an S-shaped cross-sectional shape including a first segment~~  
~~projecting rearwardly and upwardly from said bend of said lower member.~~

10. (Currently Amended) The holder as set forth in claim 8, wherein said ~~top wall further~~ first connecting arm comprises an L-shaped member comprising a first segment and a second segment extending therefrom, ~~said second segment extending rearwardly parallel to said lower member.~~

11. (Original) The holder as set forth in claim 7, further comprising a transparent lens selectively positioned in covering relation with said base wall of said channel, said lens including a viewing wall, and first and second side walls projecting outwardly from said viewing wall, said first and second side walls of said lens each define a projection adapted for selective receipt in open slots adjacent said base wall.

12. (Original) The holder as set forth in claim 11, wherein said lens comprises a living hinge along said first side wall of said lens whereby said viewing wall adapted for movement between an open position, wherein said viewing wall extends away from said base wall of said channel member, and a closed position, wherein said viewing wall is placed in covering spaced relation with said channel member.

13. (Original) The holder as set forth in claim 11, wherein said second side wall projection further comprises an upwardly projecting resilient finger defining a selectively closed slot for insertion of printed material.

14. (Original) A holder for an electronic price label, said holder comprising:  
a channel member defined by a base wall and first and second spaced-apart

side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged for selectively accommodating an associated electronic price label;

a clip connected to said channel member, said clip defining a somewhat C-shaped body and including a bottom wall, a back wall, and a top wall, said walls being interconnected with each other and adapted to receive and retain therein a projecting portion of an associated retail shelf.

15. (Original) The holder as set forth in claim 14, wherein said base wall includes a front face having a strip of resilient material projecting outwardly therefrom.

16. (Original) The holder as set forth in claim 14, wherein said clip further comprises a first arm and a second arm, said first arm having a first end connected to said base wall, a second end connected to said clip, said second arm having a first end connected to said base wall and a second end connected to said clip.

17 - 24. (Cancelled)

25. (New) A holder for an electronic price label, said holder comprising:  
a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall, with respective first

and second inner faces arranged for selectively accommodating an associated electronic price label;

a connector mounted to said channel member, said connector comprising a clip member adapted to receive and retain therein a projecting portion of an associated retail shelf; and,

at least one connecting arm for resiliently interconnecting said clip member and said channel member, wherein said at least one arm is at least partially positioned between said clip member and said channel member.

26. (New) The holder as set forth in claim 25, wherein said base wall includes a front face including a strip of resilient material projecting outwardly therefrom.

27. (New) The holder as set forth in claim 25, wherein said at least one connecting arm includes a first end connected to said channel member.

28. (New) A holder for an electronic price label, said holder comprising:

a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged for selectively accommodating an associated electronic price label;

a clip member adapted to receive and retain therein a projecting portion of a mounting wall of an associated retail shelf wherein said clip member comprises:

a first leg for contacting a first side of the projecting portion of the associated retail shelf, and

a second leg for contacting a second side of the projecting portion of the associated retail shelf; and,

a connecting member mounted for connecting said clip member to said channel member.

29. (New) The holder as set forth in claim 28, further comprising a document holder defined between said clip member and said base wall.

30. (New) The holder as set forth in claim 29, wherein said document holder comprises a resilient finger and a nib defining a selectively closed slot therebetween.

31. (New) The holder as set forth in claim 28, wherein said base wall includes a front face including a strip of resilient material projecting outwardly therefrom.

32. (New) The holder as set forth in claim 28, wherein said connecting member comprises a first arm secured at a first end to said channel member and at a second end to said clip member.

33. (New) The holder as set forth in claim 28, wherein said first and second legs cooperate to form a slot having an enlarged end portion.

### ELECTION/RESTRICTION REQUIREMENT

In the Office Action mailed July 5, 2005, the Examiner requested an election be made to restrict the application to a single disclosed species for prosecution on the merits to which the claims shall be restricted if no generic claim is finally held to be allowable. The Examiner identified seven (7) distinct species, i.e. Groups 1-7.

### RESPONSE

Applicant elects Group 2, with traverse, drawn to Figures 3A-C. Applicant submits that at least claims 1-5, 7-10, and 14-16 are readable on the elected species. Applicant further submits that at least claims 1 and 2 are readable on all of Groups 2-7.

Upon the allowance of a generic claim, Applicant will be entitled to consideration of claims to species in addition to the elected species. Applicant reserves the right to consideration of species identified in Groups 1-7. Applicant requests to be advised of the allowance of a generic claim, and/or linking claim, and given a time period to conform all of the non-elected claims to fully embrace an allowed, generic or linking claim.

Applicant requests reconsideration of the restriction requirement between Groups 1-7. It does not appear unduly burdensome for the Examiner to review all of the claims, namely, claims 1-16. Applicant believes that this search and examination of Claims 1-16 can be made without serious burden (MPEP §803), and thus applicant requests Examiner to reconsider the restriction requirement.